MOM: Meet 1 (17 Jan 2024)

Today, 17 Jan 2024 we had our first meeting which was the initial introduction to the client (Meera Mam and Anita Mam) and the basic idea of what the project is about. The client gave a few requirements they expect from the projects such as

-Content about the products should be extracted from the website and WhatsApp/email (if necessary) and should automatically be scheduled to put up as stories and posts and social media platforms like Instagram, Facebook and LinkedIn.

-According to the response received on the platform our ML model should give suggestions about the content to be posted including the frequency of posting.

-The products should be posted along with a small caption describing the product.

These were the basic pointers we got from our meeting and the rest of the exact requirements will be shared as we go along with the project.

MOM: Meet 2 (24 Jan 2024)

Today in our second meeting we discussed the requirements of the project. The requirements include the software to:

-Extract the images and description in the product pages from the website and the ones received through WhatsApp and email (to be implemented and integrated later in the project)

-The images and the description should be posted following a schedule approved by the client.

-The posts would be from a list provided in the requirements pdf

Once we gather enough statistics for the posts, we can start the process of smart suggestions using ML. The analytics part would be more efficient if we have a business account to get better insights on the post performance.

We will be providing a rough project plan including the timeline of the project progress in 2-3 days.

MOM: Meet 3 (3 Feb 2024)

Today in our meeting we discussed about the Timeline of the project and some doubts regarding it. We got some of our requirement related doubts clarified. We discussed about the caption generation process for the post, for which we will start working on its automation and check its feasibility. We had a talk about the Exclusive tag of products which we will investigate in the later half after it gets appended to the front-end part.

Apart from that we will get our doubts cleared through WhatsApp whenever we get some to work smoothly.